

## Message Text

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PAGE 01 TOKYO 05901 070847Z  
ACTION EA-12

INFO OCT-01 ISO-00 COME-00 EB-08 /021 W  
-----034319 080551Z /13  
R 070823Z APR 78  
FM AMEMBASSY TOKYO  
TO SECSTATE WASHDC 6880

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E.O. 11652: NA  
TAGS: BEXP, JA  
SUBJECT: TRADE FACILITATION COMMITTEE: TRADE STUDY GROUP  
CASE STUDY ON SEMICONDUCTORS

REF: STATE 079716

1. SEMICONDUCTOR INDUSTRY ASSOCIATION REPRESENTATIVE  
WARREN DAVIS MET WITH MESSRS. BALLOUN AND YAMASHITA FROM  
AMERICAN CHAMBER OF COMMERCE IN JAPAN AND EMBOFFS APRIL 2.  
BALLOUN AND YAMASHITA EXPLAINED TRADE STUDY GROUP CASE  
STUDIES BACKGROUND AND PROCEDURES. WITH INDICATION FROM  
DAVIS OF SIA SUPPORT IN PROVIDING RESOURCES TO ASSIST  
WITH STUDY DATA NEEDS, BALLOUN AND YAMASHITA AGREED TO  
DISCUSS WITH JAPANESE TSG PARTICIPANTS THE POSSIBILITY OF  
INITIATING NEW STUDY ON SEMICONDUCTORS.

2. TSG MEETING WAS HELD WEDNESDAY, APRIL 5 WITH PRESENTA-  
TION OF IKEDA MISSION REPORT, AND PARTIAL PROGRESS REPORTS  
ON CHEMICALS, CONSTRUCTION EQUIPMENT, AND AUTOMOBILES.  
AUTOMOBILE CASE STUDY PRESENTATION WAS NOT COMPLETED BEFORE  
OVERTIME SESSION HAD TO BE ADJOURNED. NO FORMAL PROPOSAL  
ON SEMICONDUCTORS, THEREFORE, COULD BE MADE AT THIS SESSION.  
BALLOUN AND YAMASHITA HAVE TAKEN INFORMAL SOUNDINGS WITH  
JETRO, KEIDANREN, AND MITI REPS. ALTHOUGH REACTION WAS  
MIXED, PERHAPS DUE TO CURRENT INTEREST IN COLOR TV ISSUE,  
WE THINK ASSENT OF JAPANESE SIDE CAN BE OBTAINED. IN  
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PAGE 02 TOKYO 05901 070847Z

THIS CASE, THE STUDY OF ACCESS TO JAPANESE MARKET FOR U.S.  
SEMICONDUCTORS WOULD FOLLOW LINES OF TSG CASE STUDIES ON  
APPLIANCES, CHEMICALS, CONSTRUCTION EQUIPMENT, AND SWITCH-  
GEAR. STUDY COMMITTEES WITH AMERICAN AND JAPANESE  
REPRESENTATION ARE APPOINTED AND WORK FROM GENERAL OUTLINE/  
CHECKLIST TO REVIEW MARKET SIZE, PRODUCT ACCEPTABILITY,  
DISTRIBUTION SYSTEM, MARKET STRATEGY, ECONOMICS, CULTURAL

FACTORS, TARIFFS, NON-TARIFF BARRIERS, OR ANY OTHER IMPEDIMENT TO INCREASED SALES OF U.S. GOODS WITH APPARENT LARGE MARKET POTENTIAL IN JAPAN.

3. AS FIRST TSG STUDY WHICH MAY INCLUDE HELP FROM AN U.S. INDUSTRY ASSOCIATION, EMBASSY BELIEVES THAT EFFECTIVE AND WILLING PARTICIPATION BY JAPANESE SIDE IS ESSENTIAL TO THE DEVELOPMENT OF ANY MEANINGFUL CONCLUSIONS FROM THIS STUDY. IT IS IMPORTANT, THEREFORE, TO OBTAIN CONSENSUS ON NEED FOR STUDY, EVEN AT COST OF SOME DELAY IN GETTING UNDERWAY. MANSFIELD

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NNN

## Message Attributes

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**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Disposition Approved on Date:**  
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**To:** STATE  
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**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014